

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77933667
LAW OFFICE ASSIGNED	LAW OFFICE 108
MARK SECTION (no change)	
ARGUMENT(S)	
I. Objection to goods description	
Applicant notes that Banking Services in class 36 is in the Manual of Acceptable Identifications. Accordingly, withdrawal of the objection to Banking Services is respectfully requested.	
Applicant has amended the Class 16 description to "Printed educational publications, namely ... in the field of consumer finance" This is believed to more closely mirror the Manual of Acceptable Identification "Educational publications, namely, {indicate form of publications, e.g., books, hand-outs, workbooks, etc.} in the fields of {indicate subject matters or fields of educational activity}"	
Applicant has amended financial services to "Financial services, namely consumer credit services and consumer debt management services" which is believed to overcome the objection and is similar to other class 36 entries in the Manual of Acceptable Identifications.	
II. 2(d) Rejection	
The Applicant thanks the Examiner for the withdrawal of the 2(d) rejection with respect to consumer credit counseling services and publications.	
In light of the amendment of the financial services and printed publications descriptions, Applicant respectfully submits that these goods and services should now also be allowable over the cited Registration for similar reasons. Accordingly reconsideration is respectfully requested.	
GOODS AND/OR SERVICES SECTION (016)(current)	
INTERNATIONAL CLASS	016
DESCRIPTION	
Printed publications namely, booklets, brochures, hand-outs, workbooks, books, and teaching material in the fields of financial education and consumer credit counseling	
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (016)(proposed)	
INTERNATIONAL CLASS	016

TRACKED TEXT DESCRIPTION

~~Printed publications namely, booklets, brochures, hand-outs, workbooks, books, and teaching material in the fields of financial education and consumer credit counseling; Printed educational publications, namely booklets, brochures, hand-outs, workbooks, books, and teaching materials in the fields of consumer finance and consumer credit; printed publications, namely booklets, brochures, hand-outs, workbooks, books, and teaching materials in the field of consumer credit counseling~~

FINAL DESCRIPTION

Printed educational publications, namely booklets, brochures, hand-outs, workbooks, books, and teaching materials in the fields of consumer finance and consumer credit; printed publications, namely booklets, brochures, hand-outs, workbooks, books, and teaching materials in the field of consumer credit counseling

FILING BASIS

Section 1(b)

GOODS AND/OR SERVICES SECTION (036)(current)**INTERNATIONAL CLASS**

036

DESCRIPTION

Financial services, banking services, and consumer credit consultation

FILING BASIS

Section 1(b)

GOODS AND/OR SERVICES SECTION (036)(proposed)**INTERNATIONAL CLASS**

036

TRACKED TEXT DESCRIPTION

~~Financial services, banking services, and consumer credit consultation; Financial services, namely consumer credit services and consumer debt management services; banking services; consumer credit consultation.~~

FINAL DESCRIPTION

Financial services, namely consumer credit services and consumer debt management services; banking services; consumer credit consultation.

FILING BASIS

Section 1(b)

SIGNATURE SECTION**RESPONSE SIGNATURE**

/Andrew L. Reibman/

SIGNATORY'S NAME

Andrew L. Reibman

SIGNATORY'S POSITION

Attorney of record, NY state bar member

DATE SIGNED

06/13/2011

AUTHORIZED SIGNATORY

YES

CONCURRENT APPEAL NOTICE FILED

YES

FILING INFORMATION SECTION**SUBMIT DATE**

Mon Jun 13 17:58:12 EDT 2011

TEAS STAMPUSPTO/RFR-205.149.26.6-20
110613175812873754-779336
67-480d9afb5162172a48be37
a219f9babae7-N/A-N/A-2011
0613175344748847USPTO
110613175812873754-779336**Request for Reconsideration after Final Action
To the Commissioner for Trademarks:**

Application serial no. **77933667** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

I. Objection to goods description

Applicant notes that Banking Services in class 36 is in the Manual of Acceptable Identifications. Accordingly, withdrawal of the objection to Banking Services is respectfully requested.

Applicant has amended the Class 16 description to "Printed educational publications, namely ... in the field of consumer finance" This is believed to more closely mirror the Manual of Acceptable Identification "Educational publications, namely, {indicate form of publications, e.g., books, hand-outs, workbooks, etc.} in the fields of {indicate subject matters or fields of educational activity}"

Applicant has amended financial services to "Financial services, namely consumer credit services and consumer debt management services" which is believed to overcome the objection and is similar to other class 36 entries in the Manual of Acceptable Identifications.

II. 2(d) Rejection

The Applicant thanks the Examiner for the withdrawal of the 2(d) rejection with respect to consumer credit counseling services and publications.

In light of the amendment of the financial services and printed publications descriptions, Applicant respectfully submits that these goods and services should now also be allowable over the cited Registration for similar reasons. Accordingly reconsideration is respectfully requested.

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 016 for Printed publications namely, booklets, brochures, hand-outs, workbooks, books,

and teaching material in the fields of financial education and consumer credit counseling

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Proposed:

Tracked Text Description: ~~Printed publications, namely, booklets, brochures, hand-outs, workbooks, books, and teaching material in the fields of financial education and consumer credit counseling;~~ Printed educational publications, namely booklets, brochures, hand-outs, workbooks, books, and teaching materials in the fields of consumer finance and consumer credit; printed publications, namely booklets, brochures, hand-outs, workbooks, books, and teaching materials in the field of consumer credit counseling

Class 016 for Printed educational publications, namely booklets, brochures, hand-outs, workbooks, books, and teaching materials in the fields of consumer finance and consumer credit; printed publications, namely booklets, brochures, hand-outs, workbooks, books, and teaching materials in the field of consumer credit counseling

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 036 for Financial services, banking services, and consumer credit consultation

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Proposed:

Tracked Text Description: ~~Financial services, banking services, and consumer credit consultation;~~ Financial services, namely consumer credit services and consumer debt management services; banking services; consumer credit consultation.

Class 036 for Financial services, namely consumer credit services and consumer debt management services; banking services; consumer credit consultation.

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Andrew L. Reibman/ Date: 06/13/2011

Signatory's Name: Andrew L. Reibman

Signatory's Position: Attorney of record, NY state bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian

attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77933667

Internet Transmission Date: Mon Jun 13 17:58:12 EDT 2011

TEAS Stamp: USPTO/RFR-205.149.26.6-20110613175812873

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